

OBESITY PREVENTION PROGRAM
Arizona Department of Health Services
PHYSICAL ENVIRONMENT WORKGROUP OBJECTIVES AND STRATEGIES

ASSUMPTIONS:

In developing strategies for the state plan, a component was addressed which the group agreed must be present *throughout* the plan and are implied in *each* of the physical environment objectives and strategies. These are:

1. There needs to be strong communication between transportation officials, planners, developers, local and state policy makers, citizens, health departments and other decision makers.
2. These recommendations should be adaptable for both urban and rural areas.
3. There was strong consensus that all objectives and strategies should consider and address the need of all individuals, including those with special health care needs.
4. There was consensus that healthy community design, transportation, and public facilities (buildings, sidewalks, playgrounds, etc.) should encompass and address the unique needs of individuals with disabilities and other special health care needs.

OBJECTIVE #1

Educate and promote healthy design in communities of Arizona.

Strategy A:

Define what a healthy community design is and establish measurements.

Action Steps:

- Survey existing research around the country
- Identify tools that grade/rank communities on physical environment
- Develop/establish criteria for an accessible healthy community design
- Establish baseline

Target audience:

- Policy makers
- Public Health
- Planners/Developers
- City councils

Organizations for participation included:

- Citizen Action Committees
- Home builder organizations
- Home owners associations
- League of cities & towns
- Valley Forward
- APS/SRP
- Medical/Health community
- Bicycle groups
- Emergency services (police, fire)

- Walking advocacy groups
- Runner clubs
- Academic institutions
- Local and state Department of Transportation
- Parks and Rec
- Health clubs
- Restaurants
- Grocery stores
- Money lenders
- Mortgage lenders
- Realtors
- AARP and senior groups
- National Park Service
- Each tribe's economic development divisions (i.e. regional development office and small business office of each AZ tribe).

Strategy B: Educate planners, developers, policy makers and other decision makers about best practices and the importance of healthy designed communities

Action Steps:

- Determine via focus groups, etc. what will influence this population to implement a healthy design
- Create messages (such as the cost of inactivity) from information received
- Work with architect and engineer education programs include healthy environment in their curriculum
- Investigate the use of incentives for encouraging change

Target audience:

- Citizens
- Advocacy groups
- Medical community
- Planners
- Developers/Home builders
- Policy makers
- Educators (architecture, planning, engineering schools/dept)
- Media
- Restaurants
- Schools
- Stores/businesses

Organizations for participation included:

- Citizen Action Committees
- Home builder organizations
- Home owners associations
- League of cities & towns
- Valley Forward
- APS/SRP
- Medical/Health community
- Bicycle groups
- Emergency services (police, fire)

- Walking advocacy groups
- Runner clubs
- Academic institutions
- Local and state Department of Transportation
- Each tribe's economic development divisions (i.e. regional development office and small business office of each AZ tribe).

Strategy C: Educate citizens on the importance of healthy design and encourage them to become advocates in their community.

Action Steps:

- Identify leaders within citizen groups to lead the advocacy charge
- Identify model cities (local and nationwide) to raise expectations of home buyers and community members
- Find/use existing research on healthy community design including new developments as well as existing structures
- Organize and plan groups to advocate

Target audience:

- Neighborhood Associations
- PTA's
- Village planning committees
- Citizens/citizen groups
- Media
- Corporations/businesses
- Community Centers

Organizations for participation included:

- Faith-based groups
- Physicians/Healthcare professionals
- Advocate groups (such as American Heart Association, American Cancer Society, etc.)
- Specialty groups with vested interest

OBJECTIVE #2

Recommend communities assess and plan for healthy community designs and/or re-designs in both urban and rural areas.

Strategy A:

Develop criteria/recommendations for new and existing developments on how to achieve or enhance a community to reflect a healthy community design.

Action Steps:

- Investigate evidence-based practices in public health/physical environment
- Convene a taskforce to assist in developing criteria/recommendations
- Develop criteria for new communities
- Create related criteria for existing communities

- Identify various resources and/or programs for communities to access
- Explore current or new legislation or building codes to include requirements for cities and counties to use some or all of these recommendations (such as “Growing Smarter” Law)
- Encourage communities to develop or identify an existing community project to develop their goals and objectives

Target audience:

- Developers
- City Government

Organizations for participation included:

- Planners
- Developers
- Lobbyist
- Lending Institutions/Banks
- Real Estate Developers
- Valley Forward
- St. Luke’s Initiative
- Universities
- Each tribe’s economic development divisions (i.e. regional development office and small business office of each AZ tribe.

Strategy B:

Create/Identify an audit community assessment tool/report card that includes public health components of physical activity and nutrition to be implemented at the local level.

Action Steps:

- Identify resources/procedures that are already available for developing the public health component questions for the assessment tool
- Determine how to implement and incentives for doing it
- Educate target audience
- Identify Best Practices

Target audience:

- Developers
- City Planners
- Transportation planners
- City Councils – Decision Makers
- HOA – Home Owner Associations
- School Districts
- City Parks and Recreation
- Water Districts
- Corporation Commission

Organizations for participation included:

- ADHS
- Local Health Departments
- Valley Forward
- DOT- Department of Transportation

- Corporation Commission
- A New Commission
- League of Cities and Towns
- TGEN
- Planning Commissions of City & Towns
- City Council Meetings
- Academic Institutions
- Each tribe's economic development divisions (i.e. regional development office and small business office of each AZ tribe).